

## **FLORENCE TRANSIT ADVISORY COMMITTEE MINUTES – January 20, 2016**

### **CALL TO ORDER**

The meeting was called to order at 1:35 pm by Chair Craig.

### **ROLL CALL**

Committee members: Bill Craig, Don Patton, Jane Ashley, Stan Easter and Sandi Young were present.

Ex-officio members: Susan Hekimoglu and Renee Jones (LTD), and Josh Haring (River Cities Taxi) were present.

City Councilors: Mayor Henry and Councilor Preisler were present.

Support Staff: Glen Southerland, Florence Planning Department was present.

**APPROVAL OF AGENDA.** Young moved to approve, second by Craig. Additions to agenda: Bus replacement (Hekimoglu) and Committee elections. By voice, all yes. Agenda approved as modified.

**APPROVAL OF MINUTES** Deferred to February meeting.

**PUBLIC COMMENTS** None

### **ROUTE CHANGES UPDATE/OPERATIONS**

Haring reported that ridership is up due partly to two factors. Helping Hands has increased use of script, and more new riders are learning about the Rhody Express from brochures, ads and other print materials.

Hekimoglu said that preventative maintenance is way over budget, but recognizes that the bus is old. The transmission has been replaced, and funds will be found to pay maintenance costs.

Benches: Craig said that the first Kiwanis donated bench which is ready for use is still at Old Cedar, and needs to be placed in its location, so that the other two benches can be constructed. There was discussion regarding construction of pads and methods of anchoring.

Haring said that 5 – 10 more route signs are needed. Hekimoglu said that LTD will provide them.

### **PROMOTIONS AND MARKETING/ TAC GOALS AND OBJECTIVES**

Renee Jones distributed a condensed priority marketing plan.

Discussion on tasks in the next 30 days:

(1) Prepare a PowerPoint presentation on the Rhody Express for use by speakers at local groups and on social media such as the webpage, Facebook and YouTube. Haring suggested that two different ones be prepared, one for the schools and one for adults. He will ask Shaun Sisson if he can help with those productions. Patton said that the audio portion could be used on the local radio and for Public Service Announcements. Easter asked if City Lights Cinemas could run bus info before shows, as they do for some other local agencies. Haring said that River Cities Taxi is doing more with the Rhody Express website.

(2) Craig will contact Merchants of Old Town (MOOT) regarding sponsored riders. LTD agreed to provide materials for the sponsored ride program prior to the next TAC meeting. Will MOOT members provide some sort of incentive for bus users, such as discounts if proof of ridership is provided?

## **TAC GOALS AND OBJECTIVES - 2016**

Mayor Henry said that the City Council is preparing 2016 goals and would like TAC input. TAC listed as priorities: bus connection to Yachats and to Eugene and provision of local work related transit service. Hekimoglu said that LTD will investigate sources of funding for work related service. Mayor Henry asked about TAC serving as an overall transportation committee. After discussion, it was recommended that the TAC keep local transit as its primary focus, and send a transit representative to serve on the general transportation committee. Craig asked Patton to serve in this capacity.

Hekimoglu said that Governor Brown is developing a rural transit initiative. She also said that Lane County is preparing their TSP which will include transit goals and objectives and plans, likely to include a Florence/Eugene connection. Craig asked Young to be the liaison to the County planning effort.

### **OTHER ITEMS**

Stop Request letter: Letter from Dr. Rowley requesting a stop at Mackenzie Primary Care Associates located at 4480-G Hwy 101. Haring said that a bus lane between Bi-Mart and this location would allow a stop without going into the site, since timing is critical in maintaining the 60 minute route. He also noted potential new uses at the Senior Center, now that the 65+ age limit has been removed. We should also look at effectiveness the casino connection. It was decided to do a formal route evaluation at the March TAC meeting.

Replacement Bus: Hekimoglu said that LTD is applying for funds for a new Rhody Express vehicle. It will be a bit larger, and will be a low floor bus with capacity for at least two wheelchairs. It will have security cameras and a storage rack for groceries and other packages. There will be space for ads inside and outside. TAC suggested that Wi-Fi capability would attract more student riders.

Ride with a Councilor: Mayor Henry said that the Council has determined that the program adds a political element to the bus which is disruptive for the regular ridership, and has decided to discontinue this program.

TAC elections: Young moved to continue the current slate of officers. Second by Patton. By voice vote, all aye, except for abstention by Craig.

### **SET FUTURE MEETING DATE**

February 17, 2016 at 1:30 pm at City Hall.

**Meeting adjourned** at 3:08 pm.

**APPROVED BY THE TAC ON THE \_\_\_\_ DAY OF \_\_\_\_, 2016.**

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Bill Craig, Chairperson